

IDAHO WOMEN'S COMMISSION SPRING MEETING

Minutes

May 8, 2008, Boise, Idaho

Borah Building, 2nd Floor Conference Room

Respectfully submitted by Farhana Hibbert, secretary, on May 8, 2008.

The meeting officially began at 10:15 a.m. Members present were: Fran Dingel, Kitty Kunz, Emily Anderson, Linda Hurlbutt, Sonna Lynn Fernandez, Dawn Shepherd, Kathy Martin, and Farhana Hibbert. Rayelle Anderson, Marilyn Hempleman, Shirley Kaiyou, Amy Taylor, Debra Wilson and Jeanne Wride were excused.

We each introduced ourselves and met our new board member, Emily Anderson. We discussed possible individuals who can serve as future commissioners. We will have a vacancy for Shirley Kaiyou in July and can appoint a few more members.

Megan Ronk, executive director of the Idaho Meth Project, came to talk to us about what is happening with the project around the state. Ronk formerly worked for Governor Kempthorne's office on criminal justice issues and was surprised at how many crimes were related to meth use.

She shared the history with how the meth project started in Montana. Montana was the top fifth state in meth use. Tom Siebel, a California millionaire who resided in Montana seasonally, applied a marketing technique to preventing meth use. Almost 95 percent of first-time meth users are repeat users. They are making the drug in huge quantities in China and Mexico and shipping it to America through drug cartels. The majority of users are 12 to 24 year-old-age range. Focus groups showed kids wanted the message to be real, they wanted to hear the message from their peers and they did not want to hear about addictions. They do quite a bit of ad placement so the message gets out to where the kids will see it and hear it three to five times a week. Montana is now 39th in the nation in meth use. Level of awareness increased. Siebel spent \$25 million to do the research and start the program.

Idaho ranks fifth per capita in the nation in meth use. We are running the same project they ran in Montana. The Governor and First Lady want the public to raise the money to run the program which costs \$2.4 million yearly. We pay a minimal fee to the National Meth Project for the rights to cover the ads and cover future research and development. We are in Phase 1 (how meth affects the individual); Montana is in Phase 4 (the theme is normal). Phases 2 and 3 are focused on what meth does to families and communities. The goal is for the campaign to hit 70 to 90 percent of teens in Idaho three to five times a week. The ad campaign is a two to one match on ads. Hospital contributed \$100,000 into the campaign. Wristbands that say "Not even once" are sold to kids at \$1 each and contribute to the campaign fundraising.

Women in general have the fastest growth in numbers on meth use. Megan agreed to write a section for the *Idaho Laws* book.

Cami Pavesic talked about the Idaho Actors Collective. She said we are seeing a rise in abuse of meth by women. They have created a 40-minute show called "Not Even Once" that has three parts: the advertisement of the meth campaigns; how three generations of women are affected by drugs (grandparents raising their grandchildren while their parents are incarcerated); and how anyone can get addicted to it (good people making bad choices by sprinkling in their coffee, using it to lose weight, using meth because it is cheaper than cocaine, using meth to get a lot done). Unfortunately, meth will wipe you out in six month's use. The main actor is an 18-

year-old female who is a recovering meth user. After the show, they have a response counselor go in and talk to the kids. Cost is \$1 per child. They want to develop a show geared to Native Americans and for Hispanics next year. The cost is \$300 per show. Their tour starts in January. They are also doing an after-school children's theater and actor's conservatory for \$15 per student per quarter.

11:45 am – 1:00 pm: Lunch – Old Spaghetti Factory, 610 W. Idaho

1:00 pm Commission Business Meeting

For the first time, the House called and asked Kitty to report to the State Affairs Committee. The Senate has never called for such a report or meeting.

Everyone looked at the directory and informed us of any changes needed.

Sonna Lynn said we can meet at the Idaho Dept. of Transportation office and we can do the telecommunication with local ITD offices. She would also like to see a section on transportation put back in the book.

Jason Kreizenbeck, Governor's Chief of Staff, has been at his job for five months. He gave us an overview about himself and went over the agenda for the following year. Jason formerly worked for Micron, was deputy campaign manager for Mike Simpson and worked for Governor Phil Batt. The agenda was pretty much set when he came to the governor's office in November, but now we are looking next year's agenda. The governor's agenda focuses on three issues: promoting responsible government (improving statewide transportation, providing competitive state employee benefits and pay, and enhancing education and workforce training opportunities), financing economic opportunity (growing Idaho's economy, protecting and managing Idaho's water, and promoting stable and affordable energy) and empowering Idahoans (improving health care, enhancing outdoor opportunities and providing property tax relief).

The governor is doing performance reviews of each of the commissions and state agencies. Kitty will be meeting with the governor soon to go over past accomplishments and goals for the upcoming year. We quickly discussed our budget concerns. When asked about issues affecting women, Jason thought health care issues will be a constant issue. He also noted worker's compensation issues and equal opportunities. Kitty asked about work flex time and Farhana asked about women representation on boards and commission.

We approved the minutes from our 9/26/07 meeting. Motion was made by Farhana Hibbert to approve the minutes. Sonna Lynn Fernandez seconded. Motion passed. Linda noted we need to add who was present and who was excused from the meeting.

We reviewed the grants we applied for:

- Idaho Law Foundation Grant (IOLTA) – granted \$3,000
- Fund for Idaho – Denied because we are not a charitable organization
- Idaho Women's Charitable Foundation – Denied for low priority in applicant group

Future grants we will be applying for:

- Community Outreach Grant by Board of Judges – submitted with co-sign of Dist. 6 Bar President. We are asking for \$3,000.

Budget:

- Review of FY2008 and Preview FY2009. Kitty said we are staying in the budget just fine. Senate Bill No. 1477 will go into effect next year. Everything is the same except for the 3 percent salary increase for the executive director.

Do we want to sponsor the National Association of Commissions for Women Convention in 2009 or 2010? We have been asked to put in an application to put in a bid for about 100 people. Kentucky cleared \$31,000 last year. This year's is in July in New Mexico. Fran thought we should send Kitty to see if we want to pursue this. Dawn Shepherd made the motion to have Kitty attend the National Association of Commissions for Women. Linda Hurlbutt seconded. Motion passed.

Kitty is scheduled for an Annual Performance Review with Governor Otter on May 21, 2008. Kitty has a list of accomplishments and goals for the next year. We reviewed the list and made suggestions.

Kitty will be sending a letter for donations to help with the publication of our book. Kathy asked if maybe we should add an amount request. We discussed whether we should put an amount. Sonna Lynn recommended we put a little card with boxes and another donation amount.

The Commissioners need to send a top ten list of businesses in their area for possible sponsors for the books and the Idaho Hall of Fame. Kitty will use this list for fundraising.

Idaho Women's Hall of Fame 2008-2009 will not be a fundraiser. It will be to honor women both past and present that have contributed or made an impact on Idaho and their communities. Kitty suggested we have nominations by December 15. The letters would need to go out by August 19. The event will be in February 2009 in conjunction with our February Meeting. Farhana noted that the Hispanic Women's organization is planning a Mujer Del Ano event in December. It was suggested that they submit their winner to the state Hall of Fame.

Committees for Hall of Fame:

- Chairman - Sonna Lynn - She will also cover invitations, decorations and facilities arrangements
- Finances- Kitty and Linda
- Applications- Fran
- Judging- Kathy, Dawn, Rayelle
- Publicity- Amy and Emily

We are not scheduled until 2014 to go to zero based budgeting.

Update of Law Book assignments:

Kitty included a Road Map to Self Sufficiency in our packets. We reviewed who helped us in the past. We will be adding a chapter on transportation (Sonna Lynn) and a chapter of drug/substance abuse prevention (Megan). Under education, we should have a section on GED. Assignments and suggestions were made on the already existing chapters. Changes and additions must be in to Kitty by August. Kitty will go through the same bidding process she went through before. If we know someone that would be good to help review the book, let Kitty know.

Submit any Website updates (Bios & Pictures) to Kitty. Kitty reported 476 hits per day on the website. She said she has had several positive comments about our website, including an e-mail from Bruce Anderson at FedEx Kinko's who said he saw our website and was impressed. He will forward information on the commission to their five women managers in the state.

Mentor/Mentee program update

- The press release on the mentor program did not appear in many papers. Kitty has a press release in each of our packages with our name as the local contact. She asked us to take it to our local media. Sometimes a local contact will help to get a press release printed. Please try to have the press release to your local media by May 30.
- We need more mentors. Kitty asked us to speak to more groups and find places we can use to recruit more. We currently have nine who have signed up to be mentors for the mentoring program.

Strategic Plan – Due July 3.

- We need to add the Hall of Fame.
- Look at our plan and if there are other suggestions for changes get them to Kitty by June 15th.

Agency Profile – Due September 2.

- Look at the profile and give any suggestions for changes to Kitty by August 15th.

Regional conferences, seminars, or roundtables:

- Today's Women Expo – May 31- Expo Idaho. This is a first-time event in Boise. Expecting 7,000. We will have a booth in the women's resources area. The radio stations are putting this together now. Cost is \$247.50 for half a table. Time is from 10 a.m. to 6 p.m. Dawn, Sonna Lynn, Linda and Fran will help to staff this event.
- Mujeres Unidas de Idaho – June 27-28 – Caldwell. Farhana and Kitty will attend. Kitty will set up a booth for the Idaho Women's Commission.
- Possible Women in Business Expo in Twin Falls (Syd Vanderpool –736-7268). They contacted Kitty to see what state resources exist to help put together conferences. This is in the beginning stages of putting it together.
- God and Country Festival, July 2. Sonna Lynn said she could do a booth there. There is no cost for the booth.

The next meeting is tentatively scheduled Thursday, October 23 at Idaho Transportation Department. If you are unable to come to Boise and would like to participate through teleconference, let Kitty and Sonna Lynn know so they can reserve the ITD office close to you.

We adjourned at 4:42 p.m.